

AUG 23 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor
6 WEST 52nd STREET NEW YORK, N. Y.
ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, AUGUST 23, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Enroll Up To August 23	MILLINERY AND GLOVE MAKING CLASSES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
	A special two-week course in Millinery from 9:30 A.M. to 4:30 P.M. daily except Saturdays, given by the N. Y. School of Modern Millinery in the studios of the Traphagen School. Another new course at this School is the making of hand-stitched gloves for personal or professional purposes. Registrations now for classes starting immediately. Contact: Dorothy Tyroler, CO. 5-2077.		
Monday August 23- August 26 8:00 A.M. On.....	SECOND WAR-TIME CONFERENCE	NATIONAL RETAIL JEWELERS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	Outstanding leaders in jewelry industry and government officials and retailing specialists will deliver reports on every phase of jewelry. These men will peep into the future also, in a post-war planning session. Program lasts from 8:00 A.M., Aug. 23 through Thursday's concluding banquet. Plans, hopes and aspirations of members of the National Retail Jewelers Association will be revealed and discussed. Members invited. Complete information upon registration in Silver Corridor, Ballroom floor. Contact: Charles Evans, ME. 3-5926.		
Monday August 23- September	SPRING WOOL AND WOR- STED FABRIC SHOWINGS	BETTER-GRADE WOOLEN MILLS	VARIOUS SHOWROOMS
	The schedule of showings by woolen mills covers a four to six weeks period. BOTANY WORSTED is already showing its line at 1450 Broadway. AMERICAN WOOLEN MILLS' opening is scheduled for Sept. 13th at 225 Fourth Avenue. FORSTMANN WOOLEN CO. opening, due last week in August at 30 Rockefeller Plaza, and A. D. JUILLIARD opening at 40 West 40th Street will not be until late in Sept. The dates are wide apart and a little uncertain because of unpredictable deliveries.		
Tuesday August 24 11:00 A.M.	PRESS PREVIEW: NEW FUR COLLECTION	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET
	Preview fur showing for Press only. Brunch will be served. For invitations, Press please call Claire A. Wolff, Public Relations, LO. 5-5978.		
Tuesday August 24 4:00 P.M.	DIAMOND, BRIDE, AND BUGLE CALL	N. W. AYER & SON, INC.	AMBASSADOR HOTEL TRIAXON ROOM
	Diamonds for war-time brides, with new Fall and Winter gowns from several leading designers, in a show tracing American engagement and wedding tradition from the Revolution to today. Authentic jewelry, dresses and uniforms from various war periods will be shown. Modern bridal gowns by Henri Bendel, Hattie Carnegie, Jay Thorpe, Sally Milgrim, Saks Fifth Avenue. Press by invitation only. Publ.: Charlotte Parker, CI. 6-0200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 24 4:00- 6:00 P.M.	"A LOOK AHEAD AT CHRISTMAS" The Beauty Press is invited to preview Xmas merchandise to catch holiday issues, going to press now. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY FIFTH AVENUE	SALON 612 FIFTH AVENUE
Tuesday August 24 5:00 P.M.	PATTERN FASHION- SHOW FOR PRESS Capitalizing on the growing interest in home-sewing, Altman's will present a Pattern Fashion Show in preview. Finished garments will be modeled, cut from Altman's own "Master-Made Patterns", retailing at \$5 each. Press preview by invitation. Publicity: Faith Willcox and Miss Evans, MU. 9-7000.	B. ALTMAN	5TH AVE. AT 34TH ST. CHARLESTON GARDENS
Wednesday August 25 12:30 P.M.	HOSIERY PRESS LUNCHEON Hosiery, drastically affected by the war, is of absorbing interest to women. What there is new to look ahead to in yarns, textures and weaves will be revealed at a Press luncheon by Gotham. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY CO.	WALDORF-ASTORIA HOTEL JANSEN SUITE
Wednesday August 25 2:00- 4:00 P.M.	FREE COURSE IN CLOTHING CONSERVATION 25 women who know sewing or dressmaking may volunteer to qualify as clothing conservation consultants in a course given by Advance Pattern Company. It will be held for five consecutive Wednesdays in two-hour sessions from 2 to 4 P.M. in the offices of Advance Pattern Company. Those who take this course will be qualified to teach clothes conservation to women in their own communities. Contact: Mrs. Hortense Horn, White Plains 9200. Publicity: Claire A. Wolff, LO. 5-5978.	ADVANCE PATTERNS, WEST- CHESTER COUNTY WAR COUNCIL	331 EAST 38TH STREET

FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS

Admission to all showings strictly by invitation.

Wed., 8/25 3:00 P.M.	HATTIE CARNEGIE Custom Order Originals. By invitation only. Publ.: Joe Hughes, WI. 2-2600.	42 EAST 49TH STREET
Mon., 8/30 5:30 P.M.	BERGDORF GOODMAN ORIGINALS Press preview. By invitation only. Publicity: Florence Neff, PL. 3-7300.	754 FIFTH AVENUE
Tues., 8/31 3:00 P.M.	JAY THORPE ORIGINALS Press preview. By invitation only. Publicity: Ruth Waltz, CI. 7-4300.	24 WEST 57TH STREET
Thurs., 9/2 3:00 P.M.	SAKS FIFTH AVENUE Press preview of Sophie Originals from the Salon Moderne. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	611 FIFTH AVENUE
Tues., 9/7 11:00 A.M.	BONWIT TELLER Fira Benenson's collection from the Salon de Couture. Press preview, by invitation. Publicity: June Clark, EL. 5-6800.	721 FIFTH AVENUE
Wed., 9/8 11:00 A.M.	MILGRIM'S Design Studio Originals from the Custom Order Department. Press preview, by invitation only. Publicity: Alice Lookstein, CI. 7-7200.	6 WEST 57TH STREET

Wed., 8/25 HATTIE CARNEGIE CUSTOM ORDER ORIGINALS SHOW
3:00 P.M. See above for details.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 25 4:00 P.M.	PRESS PREVIEW: NEW COLOR "RADIANT PEONY"	BONWIT TELLER, ELIZABETH ARDEN, JEANNE TETE	MONTE CARLO GARDENS 51 EAST 54TH STREET
	This is a coordinated color promotion extending through hats, cosmetics and apparel. Press strictly by invitation. Publ.: June Clark, EL. 5-6800.		
Wed., 8/25	NEWSSTAND DATE: PARENTS' BACK-TO-SCHOOL ISSUE		52 VANDERBILT AVENUE
Thursday August 26 12:30 P.M. Luncheon	HIGHLIGHT FASHIONS & DESIGN STUDIO FURS	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
	Russeks' famous Design Studio Furs and other fashions are being shown to the Press and public at a luncheon at the Plaza. Despite this being a war year, luxury furs are being shown and bought as never before. Open to public. Luncheon, \$2. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Thursday August 26 3:00 P.M.	FALL FASHION SHOWING	ALICE OROVAN (in new location)	23 EAST 67TH STREET
	A custom-made Fall collection by Alice Orovan. Open to Press and Buyers. Publicity: Kate Rund, RE. 7-3767.		
Thursday August 26 4:00- 6:00 P.M.	PRE-CHRISTMAS TOILETRY PREVIEW	MARIE EARLE	SHERRY'S 300 PARK AVENUE
	This is the opportunity for the Beauty Press to view what will be in stores' cosmetics departments by Christmas. The line will be displayed and explained for Magazine and Newspaper Editors working early on pre-publication issues. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
✓ Friday August 27 5:30- 7:00 P.M.	MADemoisELLE TEA FOR COLLEGE SHOP GIRLS	MADemoisELLE MAGAZINE	MUSEUM OF MODERN ART GARDENS, 11 W. 54TH ST.
	Mademoiselle Magazine is inviting all the young college women who worked in New York department stores' College Shops this summer to take tea with Mademoiselle's Editors and with members of the Newspaper Press. Admission by ticket and invitation only. Contact: Miss Dorothea Zack, PL. 3-1030.		
Friday August 27	PUBLICATION OF "SELL- ING FOOTWEAR" ISSUE	WOMEN'S WEAR DAILY AND MEN'S WEAR	FAIRCHILD PUBLICATIONS 8 EAST 13TH STREET
	Two special issues on selling footwear for men, women and children. Re-printed following publication under one cover for convenient use by shoe retailers. Factual data on merchandising, selling and buying of footwear, given in detail as complete non-technical guide. An excellent manual for use in store training-programs. Contact: AL. 4-5252.		
Saturday August 28 10:30 A.M.	MONTHLY "TRICKS FOR TEENS" MEETING	SAKS 34TH STREET	HERALD SQUARE TEEN SHOP, 2ND FLOOR
	The first Fall meeting of the new season, opening with the announcement that these style meetings will be held each month and will include a fashion show plus entertainment and refreshments. Press and teen-age girls and their parents invited. Publicity: Florence Epstein, LA. 4-7000.		
Saturday August 28 11:00 A.M.- 2:30 P.M.	STORE OPENS FOR FIRST FALL SATURDAY	JAMES McCREERY	5TH AVE. AT 34TH ST. BIG TOP RESTAURANT
	Preparing for Fall business a week ahead of Labor Day, McCreery reopens on Saturdays with new attractions for children in the Big Top Restaurant. The rest of the store also refurbished for the beginning of Fall. Publicity: Alice Hutton, WI. 7-7000.		

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Mon., 8/30 5:30 P.M.	BERGDORF GOODMAN CUSTOM ORDER ORIGINALS SHOW See page 2, item 5 for details.		
August 30- September 18	AQUEDUCT FALL RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT LONG ISLAND
Tuesday August 31 9:30 A.M. Breakfast (Note Change)	PRESS PREVIEW: FALL FASHIONS This is a breakfast fashion showing of advance Fall styles in the Round-Up Lounge on the 4th floor. Strictly for the Press. Admission, by invitation only. Publicity: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE ROUND-UP LOUNGE
Tues., 8/31 3:00 P.M.	JAY THORPE CUSTOM ORDER ORIGINALS SHOW See page 2, item 5 for details.		
Wednesday Sept. 1 10:30 A.M.	PRESS SHOWING: FALL AND WINTER HATS This is the Lil Picard collection of Fall and Winter hats from the Custom Hat Box. The Picard hats always make a good show. Press by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. CUSTOM HAT BOX, 3 FL.
Wednesday Sept. 1-6 1:00 P.M.	NATIONAL CHAMPIONSHIP TENNIS TOURNAMENT Single day tickets range from \$2.20 to 55¢. Contact: CO. 7-3330.	UNITED STATES LAWN TENNIS ASSOCIATION	WEST SIDE TENNIS CLUB FOREST HILLS, L. I.
Wednesday Sept. 1 3:00 P.M.	PRESS PREVIEW: FALL SHOE FASHIONS Fall preview of quality shoes in the Delman tradition, held for the Fashion Press. Despite priorities and shoe rationing, quality shoe business has maintained a high average of style and revenue. Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	HERMAN DELMAN	DELMAN SALON AT BERGDORF GOODMAN, 754 - 5TH AVE.
Available Wednesday Sept. 1	BOOK ON CHRISTMAS SURVEY FOR 1943 This 300-page survey covers nearly all problems faced by stores making Christmas plans. It analyses merchandise; makes recommendations; covers the display problem by means of actual sketches and plans. War-time merchandise will be explained and a Christmas campaign with a theme will be developed, including posters, mats, editorials, etc. to serve as a guide for a store's own holiday theme. On order from Grey Advertising Agency at \$12.50 for the Complete Survey of Christmas Ideas and \$10 for the Thematic Storewide Christmas Ideas. Contact: Irving K. Edwards, CH. 4-3900.	GREY ADVERTISING AGENCY	166 WEST 32ND STREET
Beginning Wednesday Sept. 1	A NEW CLEARING HOUSE FOR WOMEN'S NAVAL WOMEN'S NAVAL UNIFORMS A new organization formed to facilitate the procurement, warehousing and sale of women's naval uniforms for the WAVES has been organized by a group of six New York leading department stores. They are: Bloomingdale's, R. H. Macy, Saks Fifth Avenue, John Wanamaker, Abraham & Straus, Frederick Loeser, and William Filene's Sons, Boston. This does not include uniforms for the SPARS, issued under separate arrangement by the Coast Guard. Contact: Ira Markwett, Manager, CO. 5-0501.	UNIFORMS, INC.	521 WEST 57TH STREET
Thursday Sept. 2 10:30 A.M.	PRESS PREVIEW: FALL FASHION ORIGINALS By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET

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Thurs., 9/2 3:00 P.M.	SAKS FIFTH AVENUE CUSTOM ORDER ORIGINALS SHOW See page 2, item 5 for details.		
Friday Sept. 3- Oct. 3	EXHIBIT: WOMEN IN NECES- SARY CIVILIAN EMPLOYMENT	O. W. I. AND W. M. C.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
	Exhibit is a result of a competition for magazine covers, sponsored by Office of War Information and War Manpower Commission. Judges include some of our best-known art directors. Publ.: Sarah Newmeyer, CI. 5-8900.		
Sept. 6	LABOR DAY		
Monday Sept. 6	PRESENTATION OF FASHION AWARD	NEIMAN-MARCUS	NEIMAN-MARCUS DALLAS, TEXAS
	The 6th annual award for distinguished service in fashion will be given to Adrian of Hollywood by the Neiman-Marcus store at the climax of its annual Fall fashion exposition. Adrian and his wife, Janet Gaynor, will be honor guests. Admission to this annual fashion preview will be the purchase of a War Bond, minimum, \$25. This year only one award is being given. Generally, from four to six awards are made. Contact: Stanley Marcus, Neiman-Marcus, Dallas, Texas.		
Tues., 9/7 11:00 A.M.	BONWIT TELLER CUSTOM ORDER ORIGINALS SHOW See page 2, item 5 for details.		
Wed., 9/8 11:00 A.M.	MILGRIM CUSTOM ORDER ORIGINALS SHOW See page 2, item 5 for details.		
Wednesday Sept. 8 1:15 P.M. Luncheon	PRESS PREVIEW: FALL SHOWING	LORD & TAYLOR	424 FIFTH AVENUE EXEC. CONF. RM., 11 FL.
	Lord and Taylor's big Fall collection for the Press. Strictly by invitation. Publicity: Eleanor Howard, WI. 7-3300.		
Thursday Sept. 9 3:00 P.M.	FIRST FALL COLLECTION	MAINBOCHER INC.	6 EAST 57TH STREET
	War or no war, the quiet, restrained styles of Mainbocher are still in great demand by his faithful following. His showings are always sprinkled with society, stage and Press, all crowding for sitting space to see his much-heralded models. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Thursday Sept. 9- Sept. 30	RETAILERS WAR PRO- GRAM FOR SEPTEMBER	UNITED STATES TREASURY	THROUGHOUT THE COUNTRY
	There will be a month-long drive in all the stores in this country from September 9th to 30th in an effort to sell War Bonds totaling a goal of 20 billion dollars. Big day events include Grand Opening on September 9; American Hero's Day, September 16; Axis Pay Day, September 23 and Sacrifice Day, September 30. Contact: Office of War Information, CI. 6-4400.		
Sunday Sept. 12	NEW YORK TIMES FALL FASHION FORECAST	THE NEW YORK TIMES	ON ALL NEWSSTANDS
	A comprehensive Fall fashion forecast in words and pictures of clothing and accessory styles for Fall 1943 and Winter 1944. In these styles, government clothing regulations will be demonstrated and the general outlook of fashions for the forthcoming season will be discussed and explained by New York Times Fashion Editor, Virginia Pope. Contact: LA. 4-1000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13 1:00 P.M. Luncheon	FIRST IN SERIES OF LUNCHEON STYLE SHOWS This first show of the St. Regis series will be mother-and-daughter hat and dress fashions. In this case, the mother, Florence Reichman, does the hats and daughter, Rejean, presents the dresses. Open to public. Luncheon, \$2. Press by invitation. Reichman Publicity: Miss Hano, PL. 8-1525. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	FLORENCE & REJEAN REICHMAN (1 W. 57TH)	ST. REGIS HOTEL ROOF
Monday Sept. 13 Time Uncertain	FALL FASHION COLLEC- TION OF MILLINERY This is the much-awaited seasonal Dache showing during which her Fall and Winter trends, of great importance to the entire country, will be revealed. Dache shows always have many elements of surprise, are always vastly attended, so plan to come early, as soon as time is announced. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET
Monday Sept. 13	NATIONAL RETAIL FALL MILLINERY WEEK	MILLINERY STABILI- ZATION COMMISSION	IN ALL LEADING STORES
Tuesday Sept. 14 9:30 A.M.	PRESS PREVIEW: FIRST FALL COLLECTION Their first fashion show of the Fall season is being shown to the Press by De Pinna. Strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE
Tuesday Sept. 14 12:00 Noon Sharp	PRESS PREVIEW: FALL FUR FASHIONS Early presentation of fine furs selected to give the Fashion Press the style and pelt story for Fall 1943 and Winter 1944. Buffet luncheon will be served prior to the showing at 12 sharp. Press by invitation only. Publicity: Viola Shefer, PL. 3-2117.	GUNTHER	ST. REGIS HOTEL PENTHOUSE
Beginning Tuesday Sept. 14- Sept. 16 12:30 P.M. Luncheon, 1:30 P.M. Show	3 FALL MILLINERY STYLE SHOW LUNCHEONS As a feature of National Retail Fall Millinery Week starting September 13, there will be three fashion shows. They will be presented as follows: Tues., Sept. 14--FLORENCE REICHMAN, HATTIE CARNEGIE, PEG FISCHER. Wed., Sept. 15--MILLINERY CREATORS' GUILD (BERNICE CHARLES, G. HOWARD HODGE, GERMAINE MONTABERT, HARRYSON, MIRIAM LEWIS, JEANNE TETE, EDGAR J. LORIE, VOGUE HATS (GARFUNKEL MAKERS).) Thurs., Sept. 16--MILLINERY FASHION INSPIRATION (LILLY DACHE, JOHN FREDERICS, SALLY VICTOR). Tickets available to buyers and manufacturers of the Trade at \$3 a piece. Press by invitation only. Luncheon, 12:30 P.M., hat presentations at 1:30 P.M. Contact: Mary Kelley, Millinery Fashion Bureau, CH. 4-6547.	MILLINERY STABILI- ZATION COMMISSION	PLAZA HOTEL PERSIAN ROOM
Tuesday Sept. 14 6:30 P.M.	NEXT DINNER MEETING Names of speakers and their topics in later issue. All buyers welcome. Tickets, \$1.50. Reservations: Dorothy Stote, Executive Director, MU.3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS' ASSOCIATION	NEW YORKER HOTEL PARLORS F, G
Wednesday Sept. 15 1:00 P.M. Luncheon	1ST FALL LUNCHEON IN FASHION SHOW SERIES Hattie Carnegie opens the Fall Fashion Luncheon Series at the Waldorf with a selection from her collection for Fall and Winter. Open to public. Luncheon, a la carte. Hattie Carnegie Publ.: Josephine Hughes, WI. 2-2600. Waldorf Publ.: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE (42 E. 49TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 2:45 P.M.	FIRST FALL COLLECTION A group of "important" dresses, suits and coats for every day and dress-up wear. Mrs. Munn creates fashions on the theory that true conservation in war time means buying one good dress rather than several mediocre ones. Press by invitation. Publicity: Mrs. Carrie Munn, EL. 5-0017.	CARRIE MUNN	640 MADISON AVENUE
Monday Sept. 20- Oct. 2 11:00 A.M.; 2:30 P.M.	LEARN TO SEW IN SIX EASY LESSONS A new series of six Sewing Corps Sessions will be given at the A. & S. store by Lucille Rivers, stylist for McCall Pattern Company. Sessions consist of lectures accompanied by illustrated instruction sheets and each lesson will be given four times so that everyone's convenience will be suited. Each lesson lasts 40 minutes, after which there is a question and answer period. Course is free. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS McCALL PATTERN CO.	ABRAHAM & STRAUS, B'KLYN 7TH FLOOR, E. BUILDING
Monday Sept. 20 1:00 P.M. Luncheon	LUNCHEON SHOW OF FALL FASHIONS A preview of what is correct for smart town wear during war time, including an all-around wardrobe. Open to public. Luncheon, \$2. Press by invitation. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	THE TAILORED WOMAN (742 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Sept. 20- Oct. 9	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
Wednesday Sept. 22 1:00 P.M. Luncheon	PREVIEW LUNCHEON: NEW FALL FURS Dein-Bacher of the Waldorf presents a thrilling new fur collection for Fall and Winter. Open to public. Luncheon, a la carte. Press by invitation only. Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Monday Sept. 27 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheon, \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Wednesday Sept. 29 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheon, a la carte. Press by invitation. Arnold Constable Publ.: Jeanne Pierre, CA. 5-2300. Waldorf: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday Sept. 30 10:30- 11:00 P.M.	DEBUT: NEW RADIO PROGRAM Gertrude Lawrence will sing and act in her new radio program over WJZ for the cosmetic firm of Revlon. Publicity: William H. Weintraub & Co., Advertising, CI. 7-4282.	GERTRUDE LAWRENCE & REVLON NAIL PRODUCTS	BLUE NETWORK WJZ (770 ON DIAL)
Friday Oct. 1	PROBABLE DATE OF CALIF. SPORTSWEAR MARKET	SPORTSWEAR MAKERS	LOS ANGELES CALIFORNIA
Monday Oct. 4 1:00 P.M. Luncheon	FALL FASHION SHOWING Mrs. Pleasants Pennington, owner of Chez Rosette, will M.C. her own Fall fashion show. Open to public. Luncheon, \$2. Press by invitation. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 5 1:00 P.M. Luncheon	FALL OPENING: LUNCHEON FASHION SHOW SERIES Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in Oval Room of Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895, Ritz Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM

Monday Oct. 11 1:00 P.M. Luncheon	FALL FASHION LUNCHEON This is the first luncheon in the newly redecorated Iridium Room. Open to public. Luncheon, \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
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Beginning Monday Oct. 11	SPORTSWEAR GUILD SPRING SHOWINGS Sportswear fashions exhibited during the week beginning October 11th will be the only collection shown during the entire Spring season. Due to shortage of materials and uncertain deliveries, this date has been advanced a month ahead of last year. Individual opening dates will be listed as soon as they are set. Members of Sportswear Guild:	NINE MEMBERS	VARIOUS SHOWROOMS
	ADLER & ADLER	550 7TH AVE.	MUTUAL ROSENBLUM 498 7TH AVE.
	DAVIDOW	" " "	CHARLES W. NUDELMAN 550 " "
	DAVID M. GOODSTEIN	" " "	ZOLTAN ROSENBERG " " "
	KANE-WEILL	498 " "	SPORT-CRAFT INC. " " "
		STAR-MAID	498 7TH AVE.

Oct. 11- Oct. 20	JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Tuesday Oct. 12 1:00 P.M. Luncheon	FALL STYLE SHOW Open to public. Luncheon, \$2. Press by invitation. Jonai Publicity: Mr. Nathan, PL. 5-5430. Ritz Publicity: Marion Morrison, PL. 3-4600.	JONAI INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

Beginning Monday Oct. 18	SPRING FASHION LINES The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Hence, Spring lines will be shown early. Individual opening dates will be listed as soon as they are set. Members of Fashion Originators' Guild of America are:	FASHION ORIGINATORS' GUILD OF AMERICA	VARIOUS SHOWROOMS
	WILLIAM BASS	530 7TH AVE.	JUNIOR LEAGUE 1372 B'WAY
	DAVE BELLSEY	512 " "	INTERNAT'L DRESS 1400 B'WAY
	ANTHONY BLOTTA	498 " "	KAPLAN & GRABOIS 498 7TH AVE:
	CAPRI FROCKS	1372 B'WAY	SAMUEL KASS " " "
	DEITSCH, WERSBA,		LA RUE DRESSES 550 " "
	COPPOLA	512 7TH AVE.	MARY LEE 530 " "
	ED GERRICK	550 " "	PARNIS-LEVINSON " " "
	FOX-BROWNIE	498 " "	BEN REIG 498 " "
	A. GOODMAN	530 " "	C.H.D. ROBBINS 525 " "
	FRED GREENBERG	550 " "	MARTIN SIMON 498 " "
	JOSEPH HALPERT	530 " "	HERBERT SONDHEIM 530 " "
	HORWITZ & DUBERMAN	498 " "	ZUCKERMAN & KRAUS 512 " "

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 19 1:00 P.M. Luncheon	ADVANCE WINTER FUR FASHIONS The Esther Dorothy furs always make headlines. Open to public. Luncheon, \$2. Press by invitation. Esther Dorothy Publicity: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 20- Oct. 22 2:45 & 8:45 P.M.	FASHIONS OF THE TIMES Twice a day for three consecutive days, the N. Y. Times Fashion Department will present "Fashions of The Times" to prove the cooperation of manufacturers and designers with New York retailers. This is the second year this show has been given. The technique of the professional theatre will be used in presentation. Fashion Director is Virginia Pope, N. Y. Times Fashion Editor, aided by Frances Bemis who will stage the production. Tickets are swiftly sold out at \$1.65, so write in at once to Mr. Ivan Veit, N. Y. Times Promotion Department, 229 W. 43rd St., N.Y.C., LA.4-1000.	THE NEW YORK TIMES	TIMES HALL 240 WEST 44TH STREET
Tuesday Oct. 26 1:00 P.M. Luncheon	FALL MILLINERY COLLECTION Open to public. Luncheon, \$2. Press by invitation. Braagaard Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publ.: Marion Morrison, PL. 3-4600.	BRAAGAARD INC. (17 W. 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR The OPA in connection with this Annual National Shoe Fair, will stage a four-day clinic for the shoe industry. Harold Quimby of Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will be in attendance. All shoe retailers invited.	NAT'L SHOE RETAILERS ASSN., NAT'L BOOT & SHOE MFRS. ASSN.,	MORRISON HOTEL CHICAGO, ILLINOIS

OUT-OF-TOWN FASHION MARKET DATES

Sept. 14-17..Southeast Travelers Market, Southeastern Travelers Exhibitors Association, Henry Grady Hotel, Atlanta, Georgia.
 Sept. 22-23..Fashion Market, Southern Fashion Exhibitors, Tutwilder Hotel, Birmingham, Ala.
 Oct. 11-24..Dallas Fashion and Sportswear Center, Dallas Fashion Association, Baker and Adolphus Hotels.

<u>DATES AHEAD</u>		<u>RED LETTER WEEKS</u>	
Sept. 6	LABOR DAY (Mon.)	Sept. 11-18	NATIONAL FELT HAT WEEK
Sept. 13	1ST DAY OF SCHOOL (Mon.)	Sept. 13-18	CONSTITUTION WEEK
Sept. 23	1ST DAY OF AUTUMN (Thurs.)	Sept. 19-25	NATIONAL DOG WEEK
Sept. 30	1ST DAY: JEWISH NEW YEAR (Thurs.)*	Oct. 1-11	NATIONAL BRANDS WEEK
Oct. 1	MOVING DAY (Fri.)	Oct. 2-9	NATIONAL RETAIL FURN. WEEK
Oct. 9	JEWISH DAY OF ATONEMENT (Sat.)*	Oct. 3-9	FIRE PREVENTION WEEK
Oct. 12	COLUMBUS DAY (Tues.)	Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct. 27	NAVY DAY (Wed.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WK.
Oct. 31	HALLOWE'EN (Sun.)	Oct. 10-17	NATIONAL WINE WEEK
Nov. 2	ELECTION DAY (Tues.)	Oct. 11-17	BIBLE WEEK
Nov. 11	ARMISTICE DAY (Thurs.)	Oct. 17-23	NATIONAL PHARMACY WEEK
Nov. 25	THANKSGIVING DAY (Thurs.)	Oct. 24-31	NATIONAL APPLE WEEK
Dec. 22	1ST DAY OF WINTER (Wed.)	Oct. 31-11/6	GIRL SCOUT WEEK
Dec. 25	CHRISTMAS DAY (Sat.)	Nov. 1-7	AMERICAN ART WEEK
Dec. 31	NEW YEAR'S EVE (Fri.)	Nov. 7-13	AMERICAN EDUCATION WEEK

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Now..... "THE FALLEN SPARROW" (Movie) PALACE THEATRE, B'WAY AT 47TH ST.
Showing RKO presents John Garfield and Maureen O'Hara in a mystery drama of espionage with a strong supporting cast. Costumes by Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Now..... "SHRINE OF VICTORY" (Movie) WORLD THEATRE, 153 WEST 49TH STREET
Showing This is a picture showing the Greek's fight for freedom, released by 20th Century Fox. Publicity: Jeannette Sawyer, CI. 6-0950.
- Thursday.... PREMIERE: "SO PROUDLY WE HAIL" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH
August 26 This is a tentative date dependent on the closing of "Mr. Lucky". "So Proudly We Hail" stars Claudette Colbert, Paulette Goddard and Veronica Lake in a story about nurses in Bataan. Fashions by Edith Head. Paramount Publicity: Aileen Brenon, BR. 9-8700.
- Friday..... PREMIERE: "WATCH ON THE RHINE" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
August 27 This is the Warner Bros. movie version of Lillian Hellman's stirring anti-Nazi play on Broadway last year. The movie stars Bette Davis and Paul Lucas. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.
- Saturday.... PREMIERE: "SALUTE TO THE MARINES" (Movie) GLOBE THEATRE, 1555 BROADWAY
August 28 This is MGM's "Salute to The Marines" in Technicolor, starring Wallace Beery. It's a story of the Philippines with Fay Bainter heading the supporting cast and Reginald Owen and other distinguished actors. Costumes by Irene. Publicity: Lou Smith, BR. 9-7800.
- Wednesday.... PREMIERE: "THE SNARK WAS A BOOJUM" 48TH STREET THEATRE, 247 W. 48TH ST.
September 1 This is the stage comedy by Owen Davis from the novel by Richard Shattuck. It is an Alex Yokel production. Cast includes no outstanding names. Production designed by Frederick Fox. Staged by Alexander Kirkland. Costumes by Michael Paul. Publicity: Jay Faggen, BR. 9-4128.
- Monday..... PREMIERE: "BRIGHT LIGHTS" FORREST THEATRE, 230 W. 49TH ST.
September 6 This is a musical comedy starring Elaine Miller and James Barton, Frances Williams and a series of comedians. It is a cavalcade with a musical score by Bob Emerich and Ruth Poll. Costumes by Perry Watkins. Publicity: Maurice Turret, WI. 7-5823.
- Tuesday..... REVIVAL: "BLOSSOM TIME" (Operetta) BROADWAY THEATRE, B'WAY AT 52ND ST.
September 7 This is one of the Shubert Bros. revivals of romantic operettas following "Student Prince". "Blossom Time" will star Alexander Gray and Barbara Scully and will play Sunday night instead of Monday night. Costumes by Stage Costume Company. Publicity: C. P. Greneker, CI. 6-9500.
- Wednesday.... HARVEST MOON BALL, SPONSORED BY N.Y. DAILY NEWS AT MADISON SQUARE GARDEN
September 8 9th annual Harvest Moon Ball, to find the best amateur ballroom dancers in
8:30 P.M. greater New York. The preliminaries will have been finished when the big event takes place in the Garden. This ball annually draws 25,000 attendance. Entry fee is 50¢ per couple. Contest open to all amateur dancers, 16 years or older. Winners invariably attract stage contracts. Register through the Daily News in Manhattan and the Bronx, service men in Long Island. Publicity: William Murtha, MU. 2-1234.
- Thursday.... OPENING OF ELLA LOGAN AT COPACABANA DINNER CLUB, 10 EAST 60TH STREET
September 9 Ella Logan is the first of a series of big-draw Broadway talent to appear at Copacabana. She will be followed by Jimmy Durante, Oct. 24th and later by Joe E. Lewis, Sophie Tucker and others. Publ.: Joe Russell, PL. 8-1060.
- Monday..... CONEY ISLAND ANNUAL MARDI GRAS, UP SURF AVE. FROM OCEAN PKWY. TO W. 19TH ST.
September 13- At 7:30 every evening. Contact: Mr. Kraus, Coney Island Chamber of Commerce, CO. 6-1234.
- Week of..... PREMIERE: "A NEW LIFE" ?????
September 13 The Playwrights' Company presents Elmer Rice's new play, "A New Life" with Betty Field as leading lady and a distinguished cast. Costumes executed by Rose Bogdanof. Publicity: Phil Stevenson, CI. 5-7930.